



2006 - 2007

The Road Ahead: Report to the Travel & Tourism Industry

KENTUCKY DEPARTMENT OF TOURISM





From Governor Fletcher

Dear Travel Professional,

“We live in the best place on earth.”

In my travels as Governor, I hear that almost every day, and I couldn’t agree more. I also hear from visitors and transplanted Kentuckians in other places how special life is here in the Commonwealth.

The future of the travel and tourism industry is vital to Kentucky. Visitors invest more than \$9 billion a year here, and more than \$3 billion of that pays the salaries of 176,200 Kentuckians involved in this industry. There is no doubt, tourism is – and will remain – a valuable means of economic development in Kentucky.

I am pleased that one of my administration’s accomplishments, the 1% transient room tax, has been so well received. Through the Kentucky Department of Tourism’s matching funds program, transient room tax dollars collected are being reinvested in Kentucky’s communities by allowing them to better market themselves to prospective visitors. So far, more than four million dollars has been invested in local, regional and statewide tourism projects, and more money is on the way.

However, even with our more aggressive marketing efforts, our most important resource will always be our people. The friendliness, passion and “Unbridled Spirit” exemplified by our citizens attract visitors and keep them coming back.

Thank you for all you do to ensure the future of the travel and tourism industry in Kentucky. I’m confident that by working together, our future will be even brighter.

Sincerely,

A handwritten signature in black ink that reads "Ernie Fletcher".

Ernie Fletcher
Governor





A Driving Force – Kentucky's Travel and Tourism Economic Impact

Check out these numbers:

\$9.44 billion in tourism dollars added to state's economy in 2005.

8.2% tourism increase in Kentucky in 2005.

16.1% tourism increase in Kentucky in 2004-2005.

176,200 Kentuckians employed by the travel and tourism industry in 2005.

5,400 new tourism jobs created in the past two years (2004-2005).

\$3.3 billion in payroll to Kentuckians in the travel and tourism industry in 2005.

\$952 million in federal, state and local taxes, thanks to travel and tourism in Kentucky during 2005.

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Fueling the Tourism Engine – The Kentucky Unbridled Spirit Brand

“Kentucky Unbridled Spirit” is everywhere. From a corn maze in Owensboro to a five million gallon petroleum storage tank in Catlettsburg to an airstrip in Kuwait, Kentuckians have embraced this unique way to showcase the positive attitudes they have about their Commonwealth.

The brand has also captured the attention of visitors from out of state. In only its first year, the brand made a name for itself and played a role in the increased visitation to the state.

The Kentucky Department of Tourism continues to measure the effect the brand is having on the perception of our state. In only its first year, nearly six out of ten people questioned in a research project (conducted October 2005) accurately identified “Kentucky Unbridled Spirit.” That was **higher than any other state** tested, and was the most recognizable brand identified by every consumer segment tested. **More out of state consumers knew Kentucky’s brand than their own state’s brand.**

- Kentucky Unbridled Spirit earned **higher appeal ratings than any other state** tested
- Brand message points are registering with consumers, who said:
 - Kentucky has a wider variety of activities and attractions than they thought
 - Kentucky has more lakes and outdoor recreational activities than average
 - Kentucky has more exciting activities and events than expected
 - Kentucky has a rich pioneer/Civil War history that makes it a good destination
- Nearly one in three people said the new brand has positively impacted their perception of Kentucky. AND as a result, they’d be **more likely to visit Kentucky**

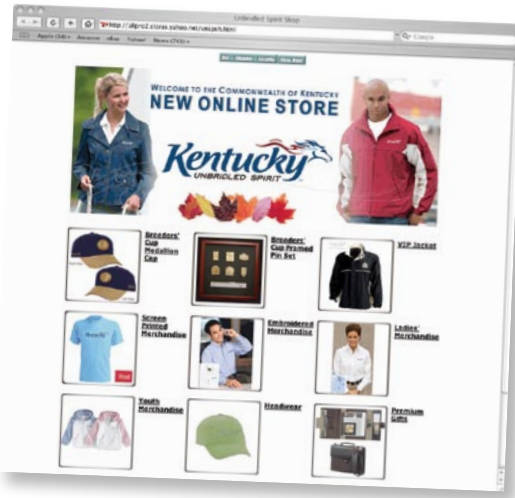
Bottom line: Since branding is about changing attitudes, these last two stats indicate our brand is **changing attitudes** and helping **to encourage more tourism visits to Kentucky.**



The Kentucky Unbridled Spirit brand in action (from top): Owensboro corn maze; petroleum storage tank in Catlettsburg; Camp Buehig, Kuwait.

Extending the Brand – The Kentucky Unbridled Spirit Merchandise Program

Since the Kentucky Unbridled Spirit brand was introduced, the Commonwealth has profited from the sale of Kentucky Unbridled Spirit merchandise. The merchandise program's quarterly total sales **have increased from \$18,000** generated the first quarter of 2006, **to more than \$277,000** for the second quarter of this year. Creation of programs for major retailers and the launch of a new online store featuring fresh graphics and stylish apparel made this progress possible.



Much of the increase has come with the addition of **Wal-Mart®** as a “Kentucky Unbridled Spirit” merchandise outlet. Wal-Mart® joined the Commonwealth’s merchandise program on an unprecedented statewide level by offering merchandise at more than 80 Wal-Mart® stores located throughout the state. In addition to the initial merchandise purchase, nearly half of the stores reordered merchandise during the first three months of the program.

This success has opened the doors for us to pursue programs with other major retailers. **CVS® pharmacies** and **Paradies shops** (located at the state's major airports) have both seen excellent merchandise sales. The Kentucky Department of Tourism is currently in discussion with several other retailers and corporate partners in order to continue the program's growth.

The addition of the new Kentucky Unbridled Spirit online store has provided us with a new venue to increase revenue and royalties. The online Kentucky Unbridled Spirit merchandise store is accessible by visiting www.KentuckyTourism.com/merchandise.

Merchandise Program Purpose

- **Extend the Kentucky Unbridled Spirit Brand**
The more exposure we get for the brand and what it stands for, the more likely people are to have positive feelings toward Kentucky and want to visit.
- **Generate Revenue**
The Kentucky Department of Tourism acts as the licensing agent for the production of branded merchandise and receives 10% of the wholesale cost. Funds received from merchandise sales are then used to increase the Department's marketing initiatives, which benefits the entire travel and tourism industry.

Merchandise Program Improvement Goals

- Increase the variety and quality of merchandised items available
- Increase the number of merchandise retail sales outlets



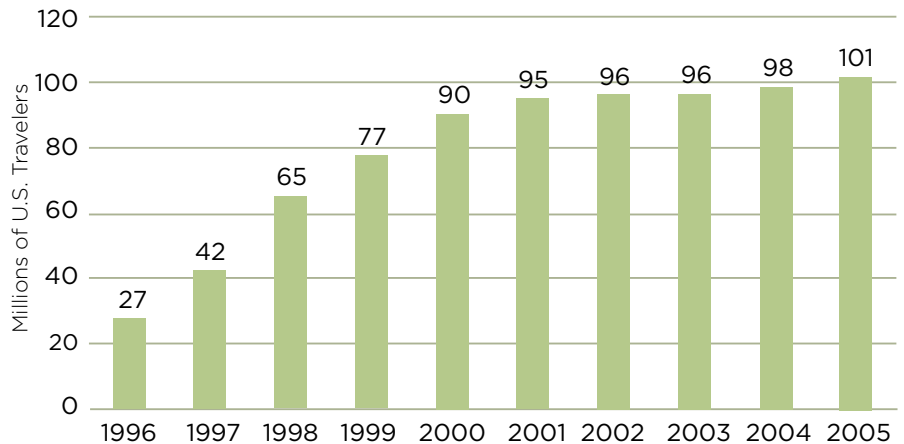
Prototype ads

Speeding Along the Information Highway – Internet Marketing

The Internet is fast becoming a vital vehicle for the travel industry, as travel Web sites provide consumers a quick and easy way to both plan and book travel. That's why the Kentucky Department of Tourism has unveiled a new tourism Web site, complete with a booking engine that allows the site to be a one-stop shop for visitors planning a trip to the Commonwealth.

In the coming year, KentuckyTourism.com will continue to evolve as new features are added to make the site even more accommodating to travelers.

Internet Use Among Travelers



SOURCE: Travel Industry Association of America



"We travel frequently and I use the Web to search for information quite often. I must say, your tourism Web site is one of the most complete and informative I have come across."
-Customer comment via the Web site

First Month's Stats for the New KentuckyTourism.com Web Site*:

What are our Visitors' Interests?

Top 10 Most Requested Pages:

1. Interest Finder
2. Home Page
3. Sites To See
4. Brochures
5. Things To Do
6. Calendar
7. Events
8. State Parks
9. Places to Stay
10. About Kentucky

Where Do They Come From?

Top 10 States:

1. California
2. Kentucky
3. Ohio
4. Indiana
5. Illinois
6. Tennessee
7. Virginia
8. Texas
9. New York
10. Florida

Top 5 World Regions:

1. North America
2. Europe
3. Asia
4. Australia
5. South America

How Many Visitors and Page Views?

Total Visits in One Month*: 118,550

Total Page Views in One Month*: 2,355,557

Top 3 Referring Search Engines

1. Google
2. Yahoo
3. MSN

Top 10 Keywords and Phrases Used to Find Us:

1. Kentucky
2. Kentucky Tourism
3. Kentucky Travel
4. Kentucky Vacation
5. Kentucky Vacations
6. Visit Kentucky
7. Kentucky State Parks
8. KY Tourism
9. KY
10. Kentucky Attractions

*August 2006



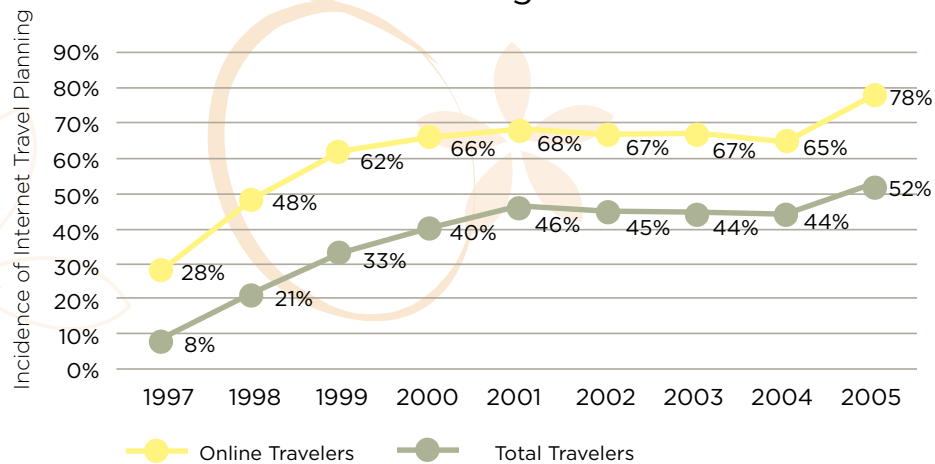
Why is the Web so important?

Since 1996, the Travel Industry Association of America (TIA) has tracked and reported travelers' use of the Internet. Following are highlights from the 2005 edition of TIA's *Travelers' Use of the Internet* report.

- More than half (56%) of American adults age 18 or older currently use the Internet
- More than half (52%) of travelers use the Internet for travel planning
- More than four in ten (43%) use the Internet to make travel reservations
- Frequent travelers are more likely than infrequent travelers to indicate they use the Internet

SOURCE: Travel Industry Association of America

Incidence of Travel Planning on the Internet



SOURCE: Jerry Henry & Associates

Setting the Pace – Creative and Media Strategies

Spring and Fall 2006 Creative

This Spring and Fall, the current creative campaign wrapped up and went out on a high note with three new ads. Our “Rowboat” ad promoted both Kentucky’s water activities and family togetherness.

We touted our state’s sophisticated city experiences with “Carriage Ride.” And, our “Drive Her” ad highlighted the beautiful autumn driving excursions that await visitors to the Bluegrass State.

“Unbridled” Creative Campaign

During the two and a half years our current creative campaign has been in use, we’ve made great strides in educating consumers about Kentucky’s Unbridled Spirit. Beginning in late 2005, the Kentucky Department of Tourism took steps to develop new print and broadcast advertising that would take our already successful campaign to the next level.

To ensure our creative campaign would best represent and “sell” our great state to potential visitors, we conducted two focus groups to determine the relative strengths and weaknesses of four creative campaign concepts. These research sessions not only helped determine our creative direction, but also informed

us of many important details consumers want to see in a travel advertising campaign.

They said:

- **“Show us the product”** – The advertising needs to show specific, real places. Consumers also want to know the name of the location or attraction depicted in the advertising so they can experience the story told in the creative for themselves.
- **Uniquely Kentucky** – Advertising is all about the hooks (the key attributes that draw the consumer in and make them want to learn more). Our focus groups were adamant about wanting to

see in the ads things that made them think of Kentucky. Horses, caves and scenic beauty were all considered hooks, or points of differentiation, for Kentucky.

- **Attention-grabbing** – The advertising should be first and foremost, about getting the consumers’ attention, rather than for detailed information sharing. Bold, beautiful visuals and brief headlines draw potential visitors in, with the call to action being to call or visit the Web site for more information.
- **Escapism** – Vacations are all about getting away from it all. As such, Kentucky’s advertising must deliver an emotional impact and make the consumer think, “I could put myself in that scene you showed me. I want to be right there.”



“Unbridled” commercial storyboard

"And the winner is..."

Of the campaigns tested, "Unbridled" was the one that rose to the top. "Unbridled Spirit" was reconfirmed as the perfect thing to say about Kentucky. The term "unbridled" is decidedly positive for leisure travel, as it symbolizes freedom and enjoyment; and has the added benefit of drawing to mind horses, which is far and away our biggest point of differentiation. The campaign's creative execution left the focus group participants feeling that Kentucky was a bit more sophisticated than they'd previously thought and also provided a flexible platform for promoting different parts of the state. The research company that conducted the focus groups concluded, "the Unbridled message is a sound, welcome, positive approach."



"Unbridled" concept ads

Focus Groups Composition

Participants were selected based on the following screening criteria and parameters:

- Each group was predominantly female, since women are the primary vacation decision-makers
- Participants were between 25 - 54 years of age
- 60 - 70% of each group were married with children, with the remaining 30 - 40% comprised of married people with no children and singles
- Each group was ethnically diverse
- Participants took at least one week-long vacation per year
- Participants' primary mode of transportation to get to their vacation destination was via automobile
- Preferable that participants also took at least one weekend getaway type vacation per year
- Participants must at least consider visiting Kentucky

Creative Strategies

- Attention-grabbing: Catch people's attention and drive them to KentuckyTourism.com for detailed information
- Continue to show Kentucky's scenic beauty, but also highlight the state's urban activities
- Leverage Kentucky's unique points of differentiation
- Show action and interaction
- Deliver an emotional impact
- Clean, uncluttered layouts and bold use of color

Co-Op Corner

Leisure Traveler Magazine Opportunities

- *Budget Travel*
- *Country Living*
- *Endless Vacation*
- *Kentucky Living*
- *Better Homes & Gardens, Ladies Home Journal, Family Circle, Midwest Living*
- *Reader's Digest*
- *Southern Living*

Total circulation of nearly 23 million.

Leisure Traveler Newspaper Insert Opportunities

- In-State Program – Total circulation of more than 700,000
 - More than 20 Kentucky newspapers
- Northern Program – Total circulation of nearly 1.3 million
 - Newspapers in Illinois, Indiana, Michigan and Ohio
- Southern Program – Total circulation of nearly 630,000
 - Newspapers in Georgia, Missouri, Tennessee, Virginia, West Virginia

Added values include: reader response leads provided to each partner via email; and ad presence and ability for the region/attraction's brochure to be downloaded from VacationPlanning.net and FreeTravelBrochures.net.

Electronic Advertising Opportunity

Through eBrains, Inc., the Kentucky Department of Tourism is offering the opportunity for up to six partners to participate in an online lead generation solution with a guaranteed conversion to actual Kentucky visitor parties of 20%. Co-op includes 10,000 unique leads per partner from consumers who "opt in" to receive information about the partner's specific destination area; and inclusion in Kentucky Department of Tourism eNewsletter follow-up via a special "Partner Spotlight" and customized landing page on KentuckyTourism.com.

Niche Market Magazine Opportunities

- Conventions/Meetings Market – *Midwest Meetings, Meetings South, RCM, Corporate Meetings* and *Association Meetings*
- Group Travel Market – *Group Travel Planet*
- Sports Market – *Sports Events, Sports Travel*

Leisure Traveler Print Advertising Parameters

- Evaluate effectiveness of 05-06 publications based on:
 - Label leads
 - Calls/Web hits
 - Co-op participation
- Based on research data:
 - Publications targeting women, ages 25 - 54
 - Regional distribution to core feeder states

Magazine Advertisements

In addition to our co-op advertising initiatives, Kentucky will have a presence in the following magazines. We will explore advertising opportunities in additional publications in order to increase our reach to potential visitors.

AAA Publications
Budget Travel
Country Living

Girls Getaways
Kentucky Living
Oprah

Tour South Publications
Better Homes & Gardens
Cottage Living

Family Fun
Good Housekeeping
Kentucky Monthly
Southern Living



Media Outlets

Just as important as developing the message we wish to send, is determining how best to communicate our message to potential visitors. It's estimated that a message must be heard a minimum of seven times before it "sticks." Since the consumer is bombarded daily with various claims and communications, a variety of media outlets must be employed, complemented by targeted public relations and communications initiatives.

Print Advertising – Magazines and Newspaper Inserts

According to research data, Kentucky's leisure traveler market segment consists primarily of families planning to travel by car on their vacation. Since women are the primary vacation planners, our leisure traveler campaign is targeted toward women between the ages of 25 –54. Print advertising – in both magazines and newspaper inserts – is a cost-effective way to reach our target audience, while also giving us the ability to target key feeder markets.

The Spring 2006 Consumer/Leisure Traveler co-op print campaign generated for industry partners a total of 162,200 inquiries (as of June 2006).

TV/Radio

The Kentucky Department of Tourism is beefing up its presence on television and radio with a series of spots airing both inside and outside the state.

- **National cable advertising** – This Fall, the Kentucky Department of Tourism embarked on a per-inquiry television advertising program, airing the "Everyone Knows" thirty-second television advertising spot on national cable networks. The program will continue in the Spring with the airing of the new thirty and sixty-second "Unbridled" television commercials.
- **Feeder market television advertising** – This Spring, the Kentucky Department of Tourism will air its thirty-second "Unbridled" television spot in many of Kentucky's key feeder markets including (but not limited to):
 - Cincinnati
 - Evansville
 - Indianapolis
 - Knoxville
 - Louisville
 - Nashville
 - St. Louis
- **In-state television and radio campaign** – Via a partnership with the Kentucky Broadcasters Association, a series of television and radio ads featuring Governor Fletcher have started airing and will continue to air through 2007. The ads feature the Governor at locations throughout the state in each of Kentucky's nine tourism regions, inviting people to experience parts of Kentucky that they may have never seen before.

National Cable Television Advertising - Networks

Animal Planet
ATM Cable Network
BBC America
Cox Media Corporate
Discovery Channel
Discovery Kids
Discovery HD Theater
Discovery Health Channel
Discovery Times
Discovery Home
Discovery: The Science Channel
Fine Living
FamilyNet
Food Network
Fox News Channel
Hallmark Channel
Military Channel
MSNBC
NBC Weather Plus
Outdoor Life Network
Sci-Fi Channel
SoapNet
Travel Channel
USA Network
Weather Channel

Through mid-September, the number one lead generating network was the Travel Channel. The ATM Cable Network, Food Network, Animal Planet and the Discovery Channel rounded out the top five lead generators. **Total leads generated: 3,913**



Still frame from regional tourism commercial featuring Governor Fletcher

Powering Up – Research

Research will play a vital role in the future of Kentucky tourism. We cannot reach our full potential until we know what our customers want, need and expect. Then we can better cater to their needs and grow our customer base even further.

We have a great deal of research available to help your future marketing plans and we will be happy to meet with you to assist you in your marketing decisions. This way you can make an informed decision about your marketing and promotion dollars.

Conversion Study

This Fall, the Kentucky Department of Tourism commissioned a conversion study. The results are promising:

- Kentucky's **advertising efforts performed well**. The gross cost per inquiry was \$7.97, which is about average compared to similar destination marketing organizations (DMOs).
 - 30.4% conversion rate. Based on interviews conducted, **more than 30% of inquiring visitors made a trip to Kentucky** during June 2005 – May 2006.
 - Net converted visitor estimate of 34,378 visitors generating and **gross spending of \$31.8 million**.
 - **Fulfillment materials** (Official Kentucky Visitor's Guide) **persuaded many converted travelers to visit Kentucky**.
 - Kentucky's average converted visitor was 52 years old, with an annual household income of \$60,800. A little **more than 30% were visiting for the first time**. Most stayed in hotels or motels (61.8%), with campgrounds (18%) posting a strong second place showing.
 - Converted **visitors came from a diverse geographic region**. Top feeder markets in this study included Cincinnati, Louisville, Chicago, Indianapolis and Detroit. Top states were Ohio, Kentucky, Indiana, Michigan and Illinois.
- **Strong Conversions** – An average of 2.3 trips per converted party, with an **overall gross conversion rate of 36.3%**. If respondents who have not taken a trip yet, but plan to do so within the next six months are included, the conversion rate increases to 57.2%.
 - **Visitor Impact** – The eMarketing program was very **successful in delivering travelers at a low cost**. The cost per visitor party was \$3.65; and cost per visitor trip was \$1.23. In addition, 36% of the parties who took an overnight trip reported that the information they received led them to extend the number of nights in Kentucky by an average of 2.9 nights. 38% of the parties who took day trips reported that they took additional day trips (average of 2.1 additional day trips) because of the information they received about Kentucky. **40% of the travelers were first time visitors to Kentucky**.
 - **High Return on Investment – ROI was \$305**. This means for each dollar spent on the program, \$305 in tourism revenue was brought to the state.

Want to learn more about the Conversion Study?

The complete version of the 2006 Visitor Conversion Study is available at our Industry Web site at www.KentuckyTourism.com/Industry.



Shifting into High Gear – The Matching Funds/ 1% Transient Room Tax Program

The Matching Funds/1% Transient Room Tax Program has been a phenomenal success. During the 2005-2006 fiscal year, nearly \$4.5 million was invested back into communities for a variety of marketing initiatives. From sponsorship for events such as the Golden Retriever Series, Bassmaster Elite Series, and Rhythms of the South international conference, to hosting travel writer trips and increasing advertising presence in a myriad of marketing venues, funds generated are helping our communities increase their travel and tourism traffic.

1% Transient Room Tax Activity FY 2005 – 2006

Transient room tax collected
(June 1, 2005 – June 30, 2006) \$7,526,491.00

Disbursements
Regional Funding (\$537,007.55)
Local Funding (\$1,512,253.34)
State Funding (\$2,418,139.00)

Total Disbursements (\$4,467,399.89)

Carry Forward for 2006-2007
Matching Funds Program: \$3,059,091.11

Disbursement Categories* FY 2006-2007

• Regional Funding	\$1,000,000
Funding available to the nine tourism regions	
• Local Funding	\$4,500,000
Funding available to local non-profit tourism organizations such as CVBs, tourist commissions, festivals and attractions	
• State Funding	\$2,500,000
Funding for the Department of Tourism to market and advertise on behalf of the entire industry	
TOTAL	\$8,000,000

*New disbursement formula beginning July 1, 2006

"Our county can do more now than ever before. The 1% funds made a big difference and we are able to dream bigger on marketing our county."
-Pam Bolen, Hancock County

Regional & Local Funding Formula by Region FY 2006 – 2007 (Projected)

Tourism Region	Local Funding %	Local Funding	Regional Funding
Bluegrass Region	20.21	\$909,450.00	\$111,111.11
Bluegrass, Blues and Barbecue Region	5.21	\$234,450.00	\$111,111.11
Caves, Lakes and Corvettes Region	7.42	\$333,900.00	\$111,111.11
Daniel Boone Country Region	5.84	\$262,800.00	\$111,111.11
Kentucky Appalachians Region	7.02	\$315,900.00	\$111,111.11
Kentucky's Derby Region	28.86	\$1,298,700.00	\$111,111.12
Northern Kentucky River Region	13.66	\$614,700.00	\$111,111.11
Southern Lakes and Rivers Region	3.06	\$137,700.00	\$111,111.11
Western Waterlands Region	8.72	\$392,400.00	\$111,111.11
TOTAL	100.00%	\$4,500,000.00	\$1,000,000.00



Accelerating Visitation – Our Information Channels

In addition to utilizing media outlets, such as print advertisements and television commercials, to communicate our message to potential visitors, the Kentucky Department of Tourism reaches out to consumers via Welcome Centers and fulfillment pieces in order to drive visitation to even greater heights.

Welcome Centers

Stats

- 10.8 million visitors per year at highway Kentucky Welcome Centers (based on March 2006 Department of Transportation Vehicle survey)
- 800,000 guest register signatures in 2005
- 565,000 guest register signatures year-to-date through August 2006.

Successes – Past and Future

- A Duratran indoor, wall mounted backlit display unit was installed at the Shelby County Welcome Center in September 2006, with Best Western on-board as our first national advertising partner.

- Capitol Visitor Desk Renovation
- Williamsburg (Whitley County) Welcome Center – funding obtained for a new prototype Welcome Center.
- Kentucky Unbridled Spirit banners placed in all centers
- Familiarization Tours – Southeast Kentucky Tour conducted Fall 2005; Northern and Northeastern Kentucky Tour conducted Fall 2006.
- Christian County Desk and Lobby Renovation
- Brochure kiosks at Kentucky State Parks, Fall 2006.
- Ongoing Welcome Center promotional support of state, regional and local events

Fulfillment Pieces

Official Kentucky Visitors Guide and Highway Map

550,000 of the 2006 Official Kentucky Visitors Guides were printed and distributed. During the 2005 – 2006 fiscal year, approximately 137,000 Visitor's Guides were distributed as a direct request from the consumer. The remaining guides were available at Welcome Centers and highway rest areas, Kentucky State Parks, local tourism offices, trade shows and special events, and at AAA offices upon request.

The Kentucky Department of Transportation, in partnership with the Kentucky Department of Tourism produces 1.3 million official Kentucky Highway maps. During 2004 – 2005, Tourism distributed approximately 690,000 maps in conjunction with the Visitors Guide.



FY 2005 – 2006

Visitors Guides and brochures ordered via Web site: approximately 90,000

Magazine label leads: nearly 32,000

Calls to toll-free number: more than 15,000

Narrowcasting

Kentucky is proud to be one of the first states to utilize “narrowcasting” to promote events and attractions. Narrowcasting is a dynamic, new media solution used to target a direct message to a specific audience. These digital, flat screen monitors will be set-up in all of our Welcome Centers, beginning with the Shelby County Welcome Center this Fall and continuing with a highway Welcome Center roll-out through Spring 2007. The Kentucky Department of Tourism will control the delivery of rich, high quality content displayed via these monitors for all guests to see. The content can be changed at any time and each location can offer promotions specific to that area.

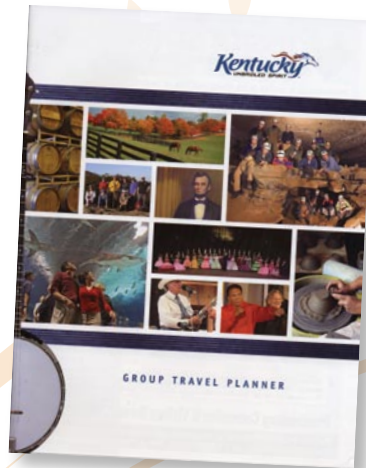


Group Travel Planner

The Kentucky Group Travel Planner (GTP) is a complete guide to all of the great activities and attractions that await groups in Kentucky. The GTP features everything operators need to know to plan a group tour.

Consider these facts:

- Distribution of 6,500
- Planned 2-year shelf life
- Reach an incredible group of targeted travelers in an initial mass mailing
- Blitz distribution to the major group tour industry associations: NTA, ABA, OMCA, Travel South Showcase, BankTravel, Heartland Travel Showcase, African American Travel Conference.



Official Kentucky Meeting Planners Guide

In partnership with the Kentucky Tourism Council and *Small Market Meetings*, the Kentucky Department of Tourism has created a new Kentucky Meeting Planner's Guide. The guide is a valuable resource tool for planners wanting to hold meetings or corporate functions in Kentucky.



The guide was distributed in the October issue of *Small Market Meetings*, which reaches more than 7,500 active meeting planners. In addition, the Kentucky Department of Tourism will distribute an estimated 15,000 guides, which can be ordered via the Kentucky Meetings & Conventions Web

site (MeetinKentucky.com) or by phone. The guide is also available for viewing and downloading at the Kentucky Tourism Council Web site (TourKY.com).

"I wish to sincerely THANK YOU for your efforts in putting together the Getaway Guide. You and your crew are doing a great job."

-Jim Carroll, Chief, External Programs and Communications, Mammoth Cave National Park

Trade Shows and Sales Calls

Following are the trade shows at which Kentucky was represented during the 2005 - 2006 fiscal year, as well as shows we'll attend during 2006 - 2007. Also listed are various sales calls trips that helped increase awareness of Kentucky tourism.

Leisure Travel

- 2006 TIA International Pow Wow
- Kentucky State Fair, 2005 - 2007
- 2006 Chicagoland Outdoors Show
- 2006 and 2007 Cincinnati Travel, Sports & Boat Show
- 2006 Kentucky Crafted, the Market
- 2006 Michigan Outdoorama Sport & Travel Show
- 2006 Cleveland Sport, Travel & Outdoor Show
- 2006 and 2007 St. Louis RV, Sport & Travel Show
- 2007 Indianapolis Boat, Sport & Travel Show
- 2007 Louisville Boat, Sport & Vacation Show
- CAA South Central Ontario Product Day
- CAA Niagara Product Day

Adventure Travel

- 2005 and 2006 Adventure Travel World Summit
- 2007 Adventures in Travel Expo
- 2007 Advil Outdoor Show

Group Travel

2005 - 2006

- Great American Road Show - including a post-show familiarization (fam) tour
- Rhythms of the South International Group Tour Marketplace - including a pre-marketplace fam tour
- Ontario Motorcoach Association
- National Tour Association
- American Bus Association
- Heartland Travel Showcase
- Travel South USA Showcase
- NTA Spring Meet - including pre and post meeting fam tours
- St. Louis GLAMER show - plus outreach to attendees at the Detroit, Northern Indiana, Milwaukee and Chicago shows.
- Sales calls to group tour operators in and around the Toronto, Ontario area.

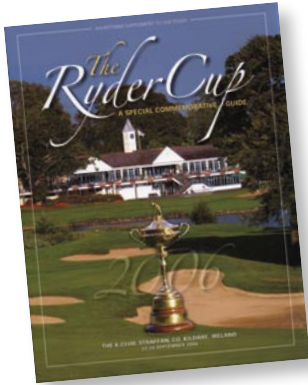
2006-2007

- Ontario Motorcoach Association
- National Tour Association
- American Bus Association
- Heartland Travel Showcase
- Travel South USA Showcase

Meetings and Conventions

- 2006 American Society of Association Executives (ASAE) Conference - Boston
- 2006 Association Forum of Chicagoland's Holiday Showcase
- 2007 Religious Conference Management Association (RCMA)
- 2007 HSMIA Mid-America Affordable Meetings, Chicago

Broadening Our Road Trip – International



The world is coming to Kentucky. In the next four years, twelve international sports events will be held in the Bluegrass State. We are leveraging these events to keep the world spotlight shining on Kentucky and to educate international audiences about all that our state has to offer.

Late this summer, Kentucky delegations traveled to Europe to ensure international consumers were aware of two key sporting events being held in Kentucky: the

2008 Ryder Cup and the 2010 Alltech FEI World Equestrian Games. Kentucky had booth presence and distributed informational materials at both the 2006 Ryder Cup and the 2006 World Equestrian Games.

In addition to using our international sports events to educate international audiences about Kentucky, the Kentucky Department of Tourism utilizes our ongoing partnership with Visit Kentucky USA, a dedicated group of tourism industry professionals that focuses on the international traveler. This partnership is comprised of officials from the Kentucky Department of Tourism and representatives from the Lexington, Louisville and Northern Kentucky convention and visitor's bureaus. Receptive consultants in the United Kingdom and Canada work with Visit Kentucky USA to develop new business and enhance existing business via direct advertising, direct mail, electronic mailings, participation in trade shows, public relations, relationship-building and other sales methods.



Canada Stats

In December 2005, the Kentucky Department of Tourism contracted with Access Marketing for outreach to the Canadian market. The Canadian rep is responsible for:

- Consumer and Travel Trade Show Participation
- Sales Calls and Sales Missions
- Media and Industry Relations

Valuable third party endorsements – During January through June 2006, the Canadian rep generated a total of 40 news articles in the Canadian press, with an advertising value of \$176,982.

CAA South Central Ontario – This Spring, the Kentucky Department of Tourism participated in the Canadian Automotive Association's Travel Product Day and presented to more than 200 CAA staff members representing 43 Southern Ontario offices.

Kentucky has two Web sites dedicated to the international traveler.

International Events Web site

An international events media Web site touting all of the events coming to Kentucky is under development. This site will act as a one-stop shop for media to find any and all stories on these events along with facts to give them a "Kentucky feel." The site will include press releases, commercials, press conference, podcasting and links to keep the media abreast of all of the exciting happenings across the Commonwealth.



VisitKentuckyUSA.com

This site is a valuable resource tool for travel planners and consumers alike. With everything from sample tours and news releases to contact information for local CVBs and international receptive operators, VisitKentuckyUSA.com is the perfect place for international consumers to begin learning about our Commonwealth.

Waving the Checkered Flag – Kentucky Sports Authority

Key Accomplishments

- Two stops of the Dew Action Sports Tour, 2005 – 2006
- 10 ESPN BASSMaster events held in Kentucky during 2006
- Created TEAM Kentucky, a marketing partnership that includes 15 Kentucky communities
- First ever statewide searchable facility database online
- Helped save the Bluegrass State Games
- Involved with sports events that will bring to Kentucky an estimated \$350 million in economic impact over the next four years (Dew Action Sports Tour, ESPN BASSMaster Series, 2008 Ryder Cup, 2010 Alltech FEI World Equestrian Games, 2007 National Senior Games, 2007 Iron Man Competition)
- Assisted in bringing two top sports conventions to Kentucky (National Association of Sports Commissions, Lexington 2006 and; TEAMS Louisville in 2007)
- Sponsor and board member of the 2007 National Senior Games

Now You Know

This Fall, the Kentucky Sports Authority (KSA) unveiled a new ad campaign titled, “Now You Know.” KSA’s goal was to create a strong, impactful campaign to educate sports industry professionals and rights holders that Kentucky is a world-class venue for hosting sports events and to convince them to bring their respective events to the Commonwealth. The “Now You Know” campaign is made up of full-page and co-op print advertisements, print advertorials and a 30-second television commercial. The campaign’s look and feel is also utilized on the Sports Authority Web site and trade show materials.

Mission: The Kentucky Sports Authority is the statewide agency responsible for working with individuals, communities, and other entities in the Commonwealth to attract, retain, create and promote professional and amateur sporting events, conventions, franchises and organizational headquarters for Kentucky. Its purpose is to generate tourism, economic development, jobs and positive media exposure as well as promote exercise and wellness through sports activities.

The Kentucky Sports Authority Team

Terry Johnson, Executive Director
Terry Hasseltine, Deputy Executive Director
Danielle Landolt, Marketing Director

Stats

kysportsauthority.com - First 11 months

- 38,262 visitors
- 595% increase in visitors in the first month (November '05) to 11th month (September '06)

Economic Impact of Sports Tourism In Kentucky

- \$471,645,581 in economic impact in 2005
- 27.1% increase from 2004
- 1,102,495 visitors
- 61% if total visitors came from out of state



TEAM Kentucky

In April 2006, TEAM Kentucky was unveiled at the National Association of Sports Commissions (NASC) Symposium in Lexington, KY. Currently 15 members strong, TEAM Kentucky is a collection of communities and organizations throughout the Commonwealth of Kentucky that work together to recruit and attract sports events to the state. Most importantly, TEAM Kentucky is an affordable way for communities to communicate to sports industry professionals. Community partners buy in to TEAM Kentucky to receive the benefit of print advertising and trade show representation throughout the year.

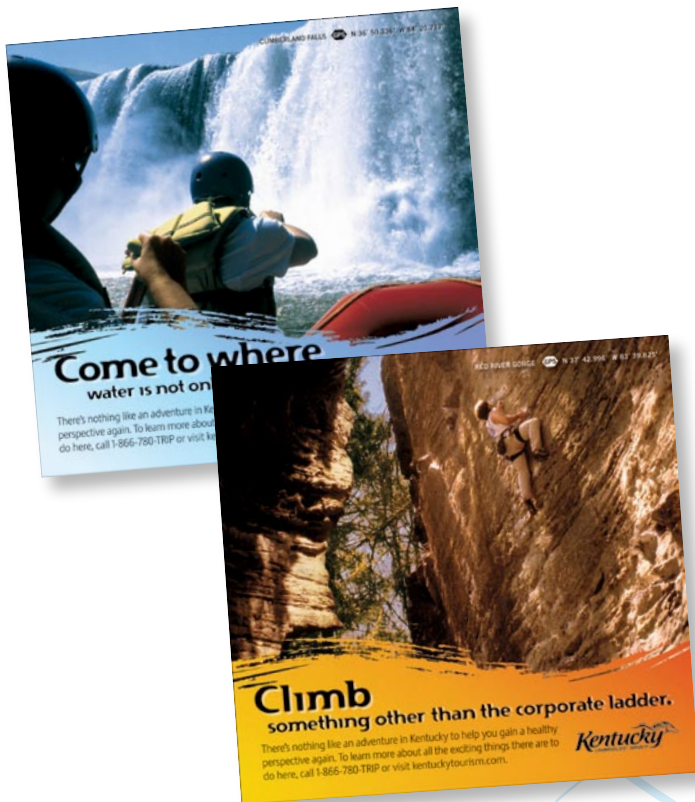


The Kentucky Sports Authority participated in three trade shows during the 2005 – 2006 fiscal year: the TEAMS Conference in Fort Lauderdale (October 2005); the AAU Convention in Detroit (October 2005); and the NASC Symposium held in Lexington (April 2006).

Reaching the Destination – Niche Markets

Adventure Travel

According to the Adventure Travel Trade Association (ATTA), adventure travel is the fastest-growing segment of the travel industry, and the number of families booking adventure trips is increasing. The Kentucky Department of Tourism has stepped up its efforts to reach this growing niche market. In addition to a dedicated page on the Kentucky Tourism Web site, we're also promoting Kentucky's vast opportunities for adventure at trade shows and through print advertisements in *National Geographic Adventure* and *Outside* magazines.



Group Packaged Travel

From horses and history to bluegrass music and barbecue, Kentucky has a myriad of activities suitable for group travel. The Kentucky Department of Tourism staff works directly with tour planners on vacation itineraries and serves as a liaison between tour planners and Kentucky destinations, attractions and hotels.

Our dedicated group travel Web site, GroupTraveltoKentucky.com and the printed Group Travel Planner provides all the need-to-know information for group planners and group tour operators interested in providing their groups a uniquely Kentucky travel experience. Attendance at group travel trade shows and print advertisements in *Group Tour Magazine*, *Group Travel Leader* and *Group Travel Planet* (which includes co-op advertising opportunities) helps to further pique interest in our state as an ideal group travel destination.



Kentucky Recreational Trails Authority (KRTA)

The KRTA held its first board meeting on August 31, 2006. The Kentucky Recreational Trails Authority was established and attached to the Commerce Cabinet, Kentucky Department of Tourism, for the purpose of planning and implementing programs to expand tourism opportunities for off-road activities pertaining to non-motorized and motorized vehicle use, including pedestrian, bicycles, mountain bicycles, horses, all-terrain vehicles (ATVs) and off-highway vehicles (OHVs) on designated lands in Kentucky. The 13 member board plans to meet monthly and will actively pursue recreational use landowner liability legislation and will constantly focus on safety and environmental issues.



Meetings/Conventions

Kentucky's central location within a day's drive of two-thirds of America's population, combined with its world-class meeting facilities, make the Bluegrass State an ideal place for meetings and conventions. The MeetinKentucky Web site provides meeting planners with valuable information about our state's meeting facilities and includes a Request for Proposal (RFP) form, which is then distributed to our communities for bid.

The printed Meeting Planners Guide, trade show participation, and advertisements in Midwest Meetings, Associations Now (ASAE), RCM, Corporate Meetings, Association Meetings, Forum, Meetings South and Small Market Meetings help drive traffic to the Web site and increase calls to our dedicated toll-free number. In addition, the Kentucky Department of Tourism conducted a Meeting Planners Guide Sweepstakes in spring 2006, which resulted in valuable meeting planner leads.

Agritourism

Agritourism, which may be best described as the intersection of tourism and agriculture, has been growing in popularity. In 2002, HB 654 was passed, which created the Kentucky Office of Agritourism as well as an Agritourism Advisory Council. This joint office between the Kentucky Department of Tourism and the Kentucky Department of Agriculture is a fantastic partnership. Never before have these two departments been so intertwined and worked so well together.

The Office of Agritourism has achieved much during the past two years:

- Hired a Director of Agritourism, whose main goal is to coordinate the state's Agritourism program
- Held regional training and informational sessions
- Secured the transfer of a USDA rural enterprise grant to the Office of Agritourism that includes a matching funds program for regional Agritourism groups to assist in their marketing needs
- Development of a statewide Agritourism Web site that will focus on providing information to the general leisure traveler
- Completed a comprehensive marketing study of Agritourism across the state of Kentucky

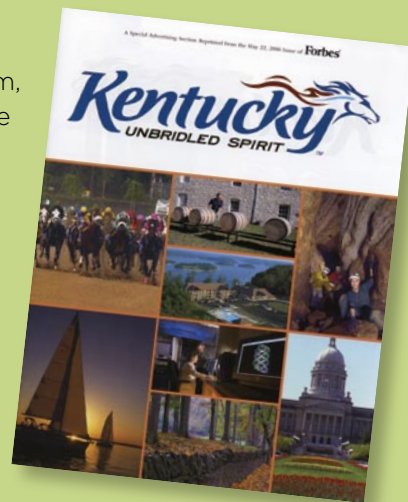


Wine & Grape Council Marketing

During the 2006 legislative session, SB82 provided \$200,000 for the promotion and marketing of small farm wineries via a partnership with the Kentucky Grape and Wine Council in collaboration with the Kentucky Department of Agriculture and the Kentucky Department of Tourism. The bill also provided that \$100,000 be used by the Kentucky Grape and Wine Council in collaboration with the Kentucky Departments of Tourism and Agriculture to establish a local marketing cost-share program. These monies will be allocated to the marketing partnership groups on January 1, 2007.

Forbes Insert

The Kentucky Department of Tourism, in conjunction with the Kentucky Department of Economic Development, produced a special section in the May issue of *Forbes* magazine. The section showcased Kentucky as both a good place to travel and a good place to do business.



Increasing Visitor Mileage – Cultural Heritage Tourism

According to the Travel Industry Association of America, more than half (56%) of the U.S. adult population indicated they include at least one cultural, arts, historic or heritage activity or event when on a trip. Combine this with the fact that the Bluegrass State boasts an extremely rich history and heritage and you'll understand why the cultural heritage tourist is an important niche market for Kentucky.

A dedicated page on the Kentucky Tourism Web site provides visitors with valuable information about Kentucky's cultural heritage. Museums, historic sites and displays celebrate the numerous Kentucky cultural experiences, from Bluegrass and country music, to fine arts and orchestras, and renowned Kentuckians like Muhammad Ali and Loretta Lynn.

A comprehensive description of Kentucky's cultural heritage sites and attractions will be included in the new Multi-Cultural Guide that will soon be available to visitors. The Guide will showcase destinations that make a trip to Kentucky a special experience for visitors of all backgrounds.



A tribute to an American icon has become Kentucky's newest travel destination. The Muhammad Ali Center in Louisville is drawing thousands of visitors, young and old, who want to know about the history and ideals of "The Greatest."

In response to growing interest in the country's Civil War history, the Kentucky Department of Tourism has been increasingly involved with the promotion of Kentucky's Civil War battlefields and related history. Kentucky was the site of a national event in October 2006, when the Perryville Battlefield welcomed an estimated 5,000 re-enactors and more than 37,000 visitors.



Kentucky's next major cultural heritage effort will showcase one of the state's oldest and most unique industries – coal mining. The state has taken over operations of three Benham-Lynch attractions in Eastern Kentucky, including the Benham School House Inn, the Kentucky Coal Mining Museum and the Train Depot in Lynch. Portal 31, a former coal mine, also is being converted into a tourist attraction. The Kentucky Department of Tourism will assist in the efforts to draw more visitors into this area.

Keeping the Wheels Turning – Economic & Community Development and the Film Office

Tourism Development Loan Program

The Kentucky Tourism Development Loan Program has experienced increased activity from early 2005 through current day. During the past twelve months, three attractions have received funding totaling \$310,000.

- Ballance MotoX, Inc. - The 1.3 mile racetrack facility is located in Oakland, Kentucky and serves as a racing facility for ATV's and motorcycles.
- Southeast Vintners, LLC - This winery, operating under the names Jean-Farris Winery and Four Chicks Winery, is located on Old Richmond Road in Lexington and includes a wine making facility open for tours, meeting space, food service and onsite wine sales.
- Elk Creek Vineyards, LLC – This winery is being constructed in close proximity to Elk Creek Hunt Club located in Owenton, Kentucky. The 5,600 square foot winery will be available for tours and meetings, including food service and wine sales.

Kentucky Tourism Development Act

The Kentucky Tourism Development Act provides sales tax incentives for qualified new or expanded tourism projects. This incentive provides developers the ability to recover up to 25% of the project's development costs over a ten-year term. Eligible applicants include cultural or historic sites; recreation or entertainment facilities; areas of scenic beauty; Kentucky crafts and products centers; and, in some instances, lodging facilities.

Kentucky Film Office

Feature Film Releases

Two large feature films, both shot at least partially in Kentucky, were released in the fall of 2005. Paramount Studio's "Elizabethtown" and the DreamWorks film "Dreamer: Inspired by a True Story" each filmed for approximately one month in Kentucky. The two productions spent in excess of \$5.5 million while filming in Kentucky.

Independent features filmed in Kentucky released in 2005 include "Keep Your Distance", "How You Look To Me", "Death Tunnel",

and "Jimmy and Judy". These productions resulted in approximately \$2.8 million being spent in Kentucky.

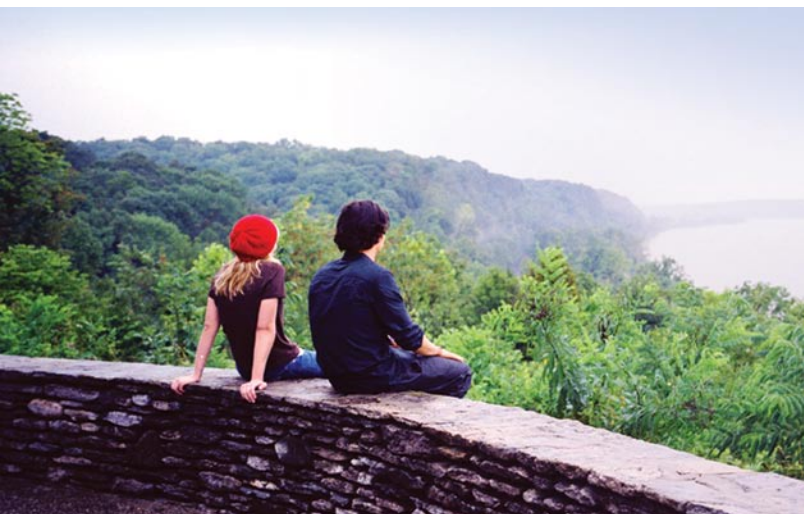
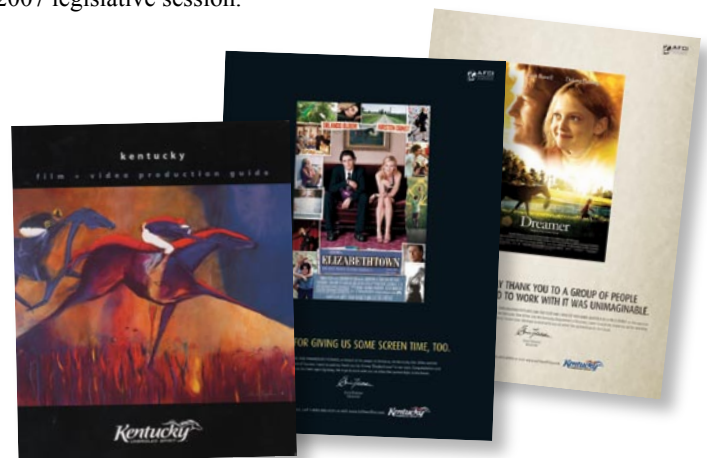
Kentucky Film + Video Production Guide

The Kentucky Film Office has distributed approximately 500 copies of the revised Kentucky Film + Video Production Guide during the past twelve months. The guide provides productions working in Kentucky vital information necessary to function efficiently in the state.

California Sales Mission – Industry Development

In August of 2005, Governor Ernie Fletcher, Commissioner of Tourism Randy Fiveash, and a Kentucky Delegation, traveled to California to meet with production company executives. The purpose of the meeting was to ask the industry's input on the steps Kentucky needs to take in order to earn their business.

Following the meeting, the Kentucky Film Office commissioned an independent consultant to study the current economic and fiscal impacts of the film industry in Kentucky and, using the input provided during the August meetings, provide input into inducements that may be provided for the industry to encourage their activity in the state. This study will be used to develop a competitive inducement package that is expected to be introduced during the 2007 legislative session.



Steering Toward Our Heritage – Abraham Lincoln

February 12, 1809.

Abraham Lincoln, one of America's greatest presidents, was born in a log cabin near Hodgenville, Ky. While Lincoln left Kentucky as a boy, his earliest recollections were of Kentucky. Later in life, when besieged by the horrors of the Civil War, Lincoln wrote, "I hope to have God on my side. But I must have Kentucky."

Because Lincoln was born in Kentucky, the Kentucky Department of Tourism is involved in many events and the state is taking a leadership role in planning the national celebration that will bring more than a million visitors to Kentucky during the bicentennial, which will last through 2010.

Here are some of the programs being planned:

- Major Kentucky celebrations are being planned for 2008 and 2009. The Kentucky Department of Tourism is working with Indiana and Illinois to maximize visitor opportunities.
- New public art, including statues of Lincoln, will be unveiled in Louisville, Hodgenville and Springfield.
- Dramatic performances that tell the Lincoln story and musical presentations that celebrate Lincoln's legacy will be offered at Lincoln sites.
- Conferences and lectures that tell Lincoln's Kentucky story and explore issues of equality and democracy will be offered throughout the state.
- Lincoln-themed curriculum materials for Kentucky's students will be created, along with professional development opportunities.
- A Lincoln Heritage Trail will be developed that includes interpretive signage, discovery-based brochures and convenient pull-offs. The trail will include the many Kentucky sites related to the history and legacy of Lincoln.
- The Kentucky Historical Society, the Lincoln Museum, Farmington, the Mary Todd Lincoln House and the Lincoln Homestead State Park are planning major exhibits and public programs. Beginning in 2008, the Kentucky Historymobile will feature an exhibit on Kentucky's Lincoln.
- The grant programs of the Kentucky Historical Society, Kentucky Humanities Council, Kentucky Heritage Council, and the Kentucky Arts Council will be enhanced to support Lincoln-related public programs and events in communities throughout the state.



The national celebration of the Abraham Lincoln Bicentennial will begin on February 12, 2008, at the Abraham Lincoln Birthplace National Historic Site near Hodgenville.

Braking for Beauty – Kentucky Department of Parks

The Department of Parks spent 2006 strengthening our claim as being the nation's finest park system. Among our top goals are protecting the natural beauty and historical significance of our parks, ensuring visitor satisfaction, and maintaining our recreation facilities.

We've made strides in achieving these goals by:

- Adding wireless Internet access at all 17 of our state resort parks.
- Installing a new door lock system that uses swipe cards instead of keys
- Implementing a campground reservation system that gives customers the choice of phone or Internet. In the first seven months, some 27,873 reservations were made for a total of 97,876 nights
- Continuing to make improvements with golf, which feature nationally recognized courses in the Kentucky State Park Golf Trail "Signature Series"
- Improving amenities in our lodge and cabin rooms
- Having all 17 resort parks AAA-rated
- Publishing new brochures and rack cards for each park
- Print advertisements in tourism regional guidebooks, as well as in national and state publications
- Developing a new web site to improve service to visitors
- Adding new programming with the Family Adventure Quest in 2006 and plans for a History Adventure Quest in 2007
- Developing the "Bluegrass Blend" coffee for exclusive use at Kentucky State Parks
- Promoting the Unbridled Spirit brand with a new gift card.
- Assuming management of the School House Inn and Coal Museum attractions at Benham and Lynch in Harlan County
- Hosting special events such as the National Civil War battle reenactment at Perryville Battlefield State Historic Site and the Annual National Bicycle League BMX Grand National at E.P. "Tom" Sawyer State Park in Louisville

Family Adventure Quest

Last October, the Kentucky Department of Parks kicked off an exciting new event – the Family Adventure Quest – which continues throughout 2006. The scavenger hunt-type event promotes outdoor exploration and family togetherness, while introducing consumers to our 52 beautiful state parks. To date, more than 300 families have participated in the Family Adventure Quest. Next year, new quests will be added, including a History Quest and a Back Country Adventure Series.



Introducing the new KentuckyUnbridled Spirit Gift Card

A new gift card will be unveiled in Fall of 2006 – the Kentucky Unbridled Gift Card. This card is unique in that it may be purchased and redeemed at all Kentucky State Parks, the Kentucky Horse Park, Kentucky Artisan Center and the Center for Kentucky History. The card is a great present for those hard to buy for people and for those who love what is uniquely Kentucky.

Tees and Zzz's Golf Packages

If you love to travel, our Tee's and Zzz's golf packages offer the perfect mix of championship play and escape to the peaceful surroundings of our Kentucky State Resort Park Lodges. Famed since 2001, our six Signature Series course situated in every region of the state offers exciting championship play amid the pastoral beauty of the "nation's finest" park system. Each course offers an outstanding golf experience for players of all ages. Four of the Signature Series courses – Grayson Lake, Pine Mountain, Dale Hollow and Yatesville Lake – have received national awards from Golf Digest as "Best New Affordable Public Courses." Golf packages include overnight lodging, breakfast and dinner, 18-holes with a golf cart, welcome gift card and preferred tee times. Reservations are made easy by visiting www.parks.ky.gov.



Sounding Our Horn – Communications

All our efforts to increase tourism in Kentucky would be wasted if not for an aggressive communications campaign. Targeted communications initiatives are an ongoing priority for the Kentucky Department of Tourism.

The Communications team is responsible for outreach to a wide variety of audiences: journalists and writers; the travel and tourism industry; government agencies and departments; business organizations; and the general public on a statewide, national and international level. To reach these audiences, tourism articles and news releases are routinely disseminated to media across the globe, and the department regularly touts Kentucky's unique advantages on Kentucky radio and television stations.

Media Relations

- **Media Kits** - In order to both entice and educate media representatives about the myriad of activities available in Kentucky, we created a CD-ROM media kit that serves as the journalists' "guide on a journey to discover Kentucky – Land of Unbridled Spirit."
- **Online Media Room** – A new media room page on KentuckyTourism.com has been developed – and is being constantly updated. Like the media kit, the media room contains valuable information for writers including downloadable seasonal images, Kentucky icon stories and potential story ideas, news releases and contact information for Tourism Communications staff members.
- **Press Trips and Media** - Journalists from throughout the world are being regularly invited to Kentucky for media trips. These tours focus on a theme, and highlight regions and attractions surrounding that theme.
 - **"Cooking with Bourbon"** Media Trip - held in March 2006, with an attendance of 10 journalists
 - **Visit Kentucky USA** Media Trip - held of international press in September with three journalists
 - **Exploring Western Kentucky** Media Trip - entertained five journalists in October.



Churchill Downs chef flambéed fresh berries with bourbon during the Cooking with Bourbon media trip.

The Communications team routinely assists and hosts individual journalists visiting our state.

- **"Visiting Journalists Program"** – In September, we hosted a Canadian journalist on assignment with *The Toronto Star* as part of a partnership with Travel South and our 12 southern state partners.
- **Individual Visits** – Over the past year, we have had approximately 25 individual journalists visit Kentucky. We tailored specific itineraries to the writers needs about the Commonwealth's events and attractions.

Broadcast Media

The written word paired with broadcast media appearances makes the Communications circle complete. We have raised the bar in both radio and television by spreading the tourism message both in state and beyond. Drive time radio in the morning and afternoon has a large audience. Between WLAP/Lexington, WHAS/Louisville and WVLK/Lexington, 1 million listeners tune in each week for current updates of events and festivals around the state. Our relationship with the Clear Channel family has grown, and we now participate on a weekly basis with stations WKQQ and WBUL in Lexington. Our feeder markets like Knoxville, Michigan and St. Louis have not gone unnoticed. We continue to do broadcast media appearances in these markets and are branching out into other cities.

We're routinely being tapped with requests for Kentucky video footage. Listed below are some of the outlets we have supplied over the past year.

History Channel: New Jersey
National Geographic: California
Weather Channel: Atlanta
TVG (Thoroughbred Racing Network): Los Angeles, Louisville
Harpo Productions: Chicago
King World Productions: New York
Outdoor Life Network: Chicago

Special Events

The Communications team assists with special events targeted toward various niche markets.

- **National Tour Association (NTA) Leadership Dinner** – comprised of 85 NTA Board members. The event took place at Equus Run Vineyards in Midway and featured a private wine tasting, picnic dinner and big band concert.
- **Taste of Kentucky Reception** – The Kentucky Department of Tourism partnered with the Louisville and Lexington CVBs to host a special Taste of Kentucky reception during the Kentucky Chamber's Economic Summit held in Louisville in 2006.



Articles about Kentucky have appeared in numerous publications and news wires worldwide including:

BlueRidge County
Dallas Morning News
DreamScapes Travel & Lifestyles Magazine (Canada)
Everyday with Rachael Ray
Gannett News Wire
Gourmet Magazine (Nov. 2006)
Southern Living
MotorHome Magazine
Irish Times (Ireland)
Irish Independent Magazine
New Orleans Magazine

Preservation Magazine
The Peak Magazine (Singapore)
The Boston Globe
Kentucky Monthly Magazine
Carolina Woman Magazine
The Toronto Star Newspaper (Canada)
The Clarion-Ledger (Mississippi)
The New York Times
Connections Magazine (Ireland)
Travel Tidings Canadian (Web site)
Scripps-Howard News Service



ColorFall and Wildflower Watch

The Kentucky Department of Tourism and the Kentucky Department of Parks partner each year to provide travelers with tips for trips to state parks and nature preserves during the spring and fall seasons. The ColorFall program, now in its 21st year, tracks the color of the changing leaves to provide visitors the best locations to enjoy the autumn outdoors. For seven years, Kentucky's Wildflower Watch has highlighted the best locations to view beautiful spring blooms across the Bluegrass State. Both programs also draw attention to the top events and attractions for seasonal fun. Advisories are sent weekly to approximately 170 media outlets in Kentucky and surrounding states.

Photo Contests

Each season, the Kentucky Tourism and Parks Departments team up to sponsor Kentucky Unbridled Spirit photo contests. These contests encourage photographers to capture their favorite seasonal images for a chance to win various prizes. Some of the estimated 2,000 photos obtained each year as a result of the contest are used for various tourism and parks materials. Most importantly, the contest promotes travel and tourism across the state and fosters a sense of pride in our beautiful and varied Commonwealth.



Driving Tourism into the Future – Staff

Kentucky Department of Tourism

Executive Offices

Randy Fiveash, Commissioner
Cheryl Hatcher, Deputy Commissioner
Donna Cantrell, Executive Assistant, Commissioner's Office

Communications & Travel Industry Relations

Cynthia Briscoe, Director
Bob Adams, Communications Specialist
Marge Bateman, Media Coordinator
Patrick Stipes, Media Specialist

Creative Services

Kathy Yount, Manager
Shelby Luby, Extranet/Internet Promotions
Mary Ann Richardson, Graphic Design
Amy LeMay, Graphic Design
Jean Unglaub, Graphic Design
Mark Hendricksen, Internet
Betty Collins, Receptionist

Cultural Heritage

Kimberly Clay, Director

Finance and Distribution

Kelly Dudley, Internal/External Departmental Functions
Bill Poynter, Distribution
Gary Smith, Courier

Information Services

Judy Thomas, Travel Consultant
Bill Roth, Travel Consultant

Kentucky Film Office

Todd Cassidy, Director
Dian Knight, Assistant

Matching Funds

Rhonda Nix, Manager
Mary Boden, Administrative Support

Merchandising

Brad Caldwell, Director

Sales & Marketing

Kristen Branscum, Meetings/Conventions/Agritourism/Ecotourism
Wayne Cusick, Group Travel
Regina Wood, Consumer Marketing/International Marketing
Kristi C. Amburgey, Administrative Support
Ramona Donald, Research

Special Projects

Patti Porter, Assistant to the Commissioner

Welcome Centers

Sharon Finley, Manager
Pam Lyons, Administrative Support
Betty Brown, Administrative Support
Terry Troutman, Bullitt County Welcome Center
Nancy Shelton, Christian County Welcome Center
Jeff Thoke, Florence Welcome Center
Linda Baughn, Franklin Welcome Center
Rebecca Greenhill, Grayson Welcome Center
Allen Thompson, Shelby County Welcome Center
Regina Topp, Whitehaven Welcome Center
Debbra Davis, Williamsburg Welcome Center

International Representatives

Canada – Joanne Scalamogna, Access Marketing
United Kingdom – Don McIntyre, DML Marketing, Ltd.

Message from Commissioner Randy Fiveash

So... how are we doing?

During the past several years, we've shared with you ambitious plans to grow travel and tourism in Kentucky. In the past year, we've been aggressively marketing and promoting the state. A two-year tourism increase of 16.1% is proof that we are moving in the right direction. With your input and support, we've erected many of the building blocks necessary to construct our success.

Here are just a few examples:

- You wanted a new, more attractive, more marketing-oriented tourism Web site that included a booking engine ... and we have delivered
- You wanted a simplified approach toward the one percent matching funds for marketing ... and we have delivered
- You wanted a more aggressive research-based advertising campaign, including television, radio, print and Web... and we have delivered
- You wanted a brand that would attract visitors and instill pride in our own people ... and we have delivered

There is much more work to be done, but I am proud of what we've accomplished together. Thank you for your hard work. You are responsible for the day-to-day community efforts that make tourism in our state successful.

Thanks also to Governor Ernie Fletcher, who has been a true friend to tourism in Kentucky. He understands the opportunities tourism can provide to the Commonwealth.

Finally, thanks to the men and women in the Kentucky Department of Tourism. Their work ethic and "Unbridled Spirit" for Kentucky have been a real inspiration.

Now that I've had my say, I'd like to hear from you. Please provide your feedback to this report. E-mail or write to Deputy Commissioner Hatcher or me at:

randy.fiveash@ky.gov
cheryl.hatcher@ky.gov

2200 Capital Tower Plaza
500 Mero Street
Frankfort, KY 40601

With your help and support, we will continue to raise awareness of our state's wonderful destinations and activities, and keep that Tourism needle moving in the right direction! Thanks again for your efforts.

Sincerely,



Randall L. Fiveash
Commissioner





Kentucky
UNBRIDLED SPIRIT

www.kentuckytourism.com